RJ Reynolds
Tobacco Company

D. M. _____ 3 DD 9
T & D. _____ 4/9/91
S. R. M. _____ / /
S. A. M. _____ / /

M.A. YOUNG
Regional Sales Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
201-225-4774
Fax 201-417-9076

March 26, 1991

TO: G. B. Brown
J. H. Casey
J. A. Miller

RE: WaWa Convenience Stores

Gentlemen:

By now each of you should have received the authorizations from Jim Morris on the System III/PCD displays in the WaWa test stores.

As you are aware, this is a tremendous opportunity for RJR to promote in these high volume stores. If these test stores prove to be successful, the program will be expanded to the other 450 WaWa stores located throughout the Northeast. This gives you an idea of the importance of implementing this test as smoothly as possible.

KEY POINTS:

. All displays to be installed on 4/1/91 and 4/2/91.

. Pole Mount/Ground Mount authorization (35 stores):

  - Utilize available DORAL Ground Mounts as a priority. If unavailable, use any other pole sign or Curb Mount available (talk to the other Divisions if you have no signs).

. Coverage: Twice a week until you see the actual consumer movement off the promotional displays ("keep the displays full").

51854 1335

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/ltjn0000

As you implement this program in WaWa, please keep me informed on exactly "how" the program is working in your Division.

Sincerely,

Mark

M. A. Young

MAY/ams

M-2

51854 1336

Source: https://www.industrydocuments.ucsf.edu/docs/ltjn0000